



# Cary's Corner

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## From the desk of Cary A. Levinson

### **Cary's Corner – Volume 20**

*"Be careful! Not every other IMO is honest and transparent"*

To Our Valued Friends and Agents:

**T**hank goodness the pandemic seems to be winding down and life, as we knew it two years ago slowly, seems to be returning. How nice it is to travel, get together with family and friends, attend meetings and simply enjoy a sense of normalcy once again. Speaking of traveling, I attended a 10 company convention in Las Vegas 2 weeks ago which was most informative. One of the company V.P.'s stood before the IMO's and said the following, which the more I thought about, the more I agreed with. I feel this is very true and powerful, "Commission is an issue only in the absence of value and service." If we, as a 50-year-old IMO, provide our agents with the service, technology, products, and programs they need to elevate their practices, we are fulfilling our goal and helping our agents succeed each and every day. And with 20,000+ contracted agents, it's certainly something to be very proud of. Of course, commission levels for our agents are extremely important and we certainly realize that, but if an IMO like Levinson & Associates provides value and service in addition to fair and generous compensation, we have accomplished the ultimate goal.

Also, in most versions of "Cary's Corner", I always like to make our agents aware of certain practices that might not be in their best interests. What I've seen and heard from a handful of our competitors and some of our agents is a trend that seems to be growing. Some companies and IMO's are asking their agents to give them the names of their prospects and clients to register for a webinar, seminar or actual meeting. They try to convince the agent his/her attendance isn't necessary as they will make the entire presentation and hopefully, sell the agent's prospect or client. Some agents look at this as a "quick sale" for them, but needless to say, when it comes to paying a commission if a sale is made, whose to say the original agent will get the credit? Additionally, what if a prospect contacts the presenter (not the original agent) 6 or 8 months after

the initial presentation was made? The original agent whose prospect this was may never see any commission and very possibly, lose the relationship entirely. In some scenarios, some IMO's even went back to agents' clients and prospects to sell them other types of insurance unbeknownst to the original agent. Additionally, the agent is helping the other Agency/IMO brand their name when, in reality, they should be branding their own name, not someone else's. In fact, the right way to do this, is for the original agent to learn the presentation, the webinar, the meeting or the selling system and offer to make the sale on their own. You, as the original agent, should be the Agent of Record. You should handle the cross sale, you should get the referrals and you should be branding your own name, not someone else's. Another option is to ask a more experienced agent to help you make the sale if you prefer, but never just give others your clients and prospects. This to me, is a crime. So, in my opinion only, never give anyone a listing of your clients or prospects in the hopes that they will sell them without your involvement. You may very well be entering a danger zone which could lead to not earning any commission on your client or prospect and, you run the risk of losing a long-term relationship because you're not involved in the presentation or the sale. Be careful, my friends. This sounds enticing, but could lead to very painful results.

Again, Levinson & Associates built our reputation on transparency, honesty, and commitment. We value our relationship with you, our partners, more than you know. And we appreciate earning your business on a daily basis and we want nothing more than to continue our partnership for many, many years to come. Thank you from the entire Levinson team.

**- Cary A. Levinson, President,**  
Levinson & Associates